



**COLLEGE RADIO
CORPORATION**

14 WEST 45TH STREET • NEW YORK 36, N. Y. Telephone OXFORD 7-0890

May 25th, 1954

Miss Camilla Davis
Manager, Radio Station WCSR
Smith College
Northampton, Massachusetts

Dear Miss Davis:

Thank you for your letter of May 20th. We enclose program forms on which you may record your broadcast schedule for our guidance in representing WCSR to national advertisers. Please fill in one sheet for each day of the week and return to us.

Applications for Luckies to be used as program give-away prizes will be taken in September for the 1954-5 year. You'll be reminded of this through our Sales Newsletter; please write again on the subject in the fall.

Your payment for second semester Luckies programs will be sent promptly on receipt of your final affidavit. The affidavit form will reach you in about a week.

Best wishes for a pleasant summer.

Cordially,

Robert R. Vance, Jr.
COLLEGE RADIO CORPORATION

RV:j

67-5

COLLEGE RADIO
CONVENTION

14 WEST 42ND STREET, NEW YORK 36, N.Y. PHONE GRAM 3-0500

May 20th, 1955

Miss Cecilia Davis
Department of Education
College of Arts and Sciences
University of California

Dear Miss Davis:

Thank you for your letter of May 18th. We would be pleased to have you and your husband attend the convention on May 20-21, 1955. We will be glad to provide you with a room and board for the duration of the convention. Please let us know if you need any other information.

Enclosed for you is a copy of the program for the convention. It will be held in the Ball Room of the Hotel New Yorker. The convention will be held from 10:00 a.m. to 5:00 p.m. on both days. We hope you will find it very interesting and profitable.

Your payment for travel expenses will be sent promptly on receipt of your final bill. The bill will be sent to you about a week before the convention.

Best wishes for a pleasant journey.

Sincerely,

Robert H. Vance, Jr.
Director of the Convention

RVJ

STATION PROGRAM SCHEDULE

College

Call Letters

DAY: _____

Note: 5-min. and 10-min. programs are shown by lines
dividing the fifteen minute segments proportionately.KEY TO PROGRAM SYMBOLS:

CM - Classical Music
 PM - Popular Recorded Music
 N - News (National & Local)
 S - Sports
 LS - Local Sports
 NS - News & Sports
 SM - Special Music (Jazz, Show
 music, etc.- See "remarks")

L - Live Shows (forums,
 interviews, etc.- see
 "remarks")
 LM- Live Music (vocal,
 instrumental, etc.
 see "remarks")
 PbP- Play-by-Play sports
 (recorded music replaces)

KEY TO SPONSORSHIP SYMBOLS:

SN - Sponsored National
 SL - Sponsored Local
 UN - Unavailable for sponsorship
 AP - Available for SPOT participation

Blank spaces indicate station
 can and will adjust program schedule

STATION BREAK	TIME SEGMENT	PROGRAM TYPE	PROGRAM NAME	SPONSORSHIP	REMARKS
	7:00 - 7:30a				
	7:30 - 8:00a				
	8:00 - 8:30a				
	8:30 - 9:00a				
	6:00 - 6:15p				
	6:15 - 6:30p				
	6:30 - 6:45p				
	6:45 - 7:00p				
	7:00 - 7:15p				
	7:15 - 7:30p				
	7:30 - 7:45p				
	7:45 - 8:00p				
	8:00 - 8:15p				
	8:15 - 8:30p				
	8:30 - 8:45p				
	8:45 - 9:00p				
	9:00 - 9:15p				
	9:15 - 9:30p				
	9:30 - 9:45p				
	9:45 - 10:00p				
	10:00 - 10:15p				
	10:15 - 10:30p				
	10:30 - 10:45p				
	10:45 - 11:00p				
	11:00 - 11:15p				
	11:15 - 11:30p				
	11:30 - 11:45p				
	11:45 - 12:00m				
	12:00 mid to sign-off				

REPRESENTATIVE: College Radio Corporation, 545 Fifth Avenue, New York 17, New York

MU 7 - 6865

